



For Immediate Release

December 1, 2025

## **TOMY Company to Open Southeast Asia's First TOMICA BRAND STORE at Suria KLCC Kuala Lumpur on December 18!**

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will open a **TOMICA BRAND STORE**, the official store for its TOMICA diecast miniature car series, in Malaysia on December 18, 2025. The new store will be located inside the Toys “R” Us store at Suria KLCC Kuala Lumpur (2nd Level LC 203, Ramlee Mall, Suria, Kuala Lumpur City Centre). In opening a new TOMICA BRAND STORE in Malaysia, Tomy Company established the new store within the Toys“R”Us store at Suria KLCC Kuala Lumpur in the partnership with Toys“R”Us Asia. This marks the third TOMICA BRAND STORE following Shanghai, China (opened September 2024) and Beijing, China (opened September 2025), and the first in Southeast Asia (\*1).

**TOMICA BRAND STORE Suria KLCC Kuala Lumpur Exterior (Inside Toys “R” Us store)**

The **TOMICA BRAND STORE** is an official shop where visitors can immerse themselves in the world of TOMICA. Its exterior is designed to resemble a large TOMICA box. Inside, the centerpiece is the Wheel Table, a display made of stacked wheels. The store also features the **TOMICA WALL**, which displays over 2,000 TOMICA diecast miniature cars; the **TOMICA KIDULTS AREA** for adults with a playful spirit; the **Recommended Corner** for new releases; and a **TOMICA HISTORY AREA** to exhibit the brand's heritage.

**TOMICA KIDULTS AREA**

\*This image is for illustration purposes only

TOMY Company designed the store as a hub for sharing information about TOMICA, allowing visitors to experience its brand message “Only the Real Thing Moves” while enjoying the excitement of exploring and selecting products. TOMICA plans to expand its brand stores, especially throughout Asia, to reach fans worldwide.

**Shunsuke Takeuchi, Senior Executive Officer and Head of Brands Business at TOMY Company's Business Headquarters, commented:** “We are pleased to announce the opening of a new TOMICA BRAND STORE in Kuala Lumpur, our first location in Southeast Asia, following our stores in Shanghai and Beijing. The TOMICA BRAND STORE at Shanghai The Place, which celebrated its first anniversary in September 2025, has been well received for its extensive selection of store-original products and family-friendly exhibits, achieving approximately double its sales plan for the period from September 2024 through the end of July 2025. Likewise, the newly opened SOLANA Lifestyle Shopping Park store in Beijing has exceeded its sales plan by more than double within just one month of opening, reflecting its strong popularity. We have welcomed many visitors, including families and kidults, and feel firsthand how deeply TOMICA is loved by customers across Asia. We will continue to share the appeal of TOMICA with the world.”

(\*1) As of October 2025, the TOMICA BRAND STORE at Suria KLCC Kuala Lumpur is the sixth dedicated TOMICA specialty shop, following the three stores in Japan—Tokyo Station Ichibangai, Umeda Daimaru Department Store in Osaka, and TOKYO SKYTREE TOWN Solamachi—as well as the two overseas locations in Shanghai and Beijing, China.

## **Recommended Products at TOMICA BRAND STORE**

Two original TOMICA BRAND STORE products will be available for purchase only at this store (\*2) in Malaysia. In addition, original items from the TOMICA Shop in Japan will also be part of the lineup.

(\*2) These products are also available at other TOMICA BRAND STORE locations (Shanghai and Beijing) as well as at the adult-focused TOMICA KIDULTS SELECT STORE in China (four locations: two in Shanghai, one in Beijing, and one in Hangzhou).



★In Malaysia, these products are only available  
at the TOMICA BRAND STORE★

**TOMICA BRAND STORE ORIGINAL**  
**BUGATTI CHIRON PUR SPORT**

(Price: 3 9.9 0 RM)



**TOMICA BRAND STORE ORIGINAL**  
**LAMBORGHINI VENENO**

(Price: 3 9.9 0 RM)



**TOMICA SHOP ORIGINAL**  
**LAMBORGHINI URUS**

(Price: 3 9.9 0 RM)

\*Original TOMICA Shop products from Japan  
will also be available in Malaysia.

## **Overview:**

Store Name: “TOMICA BRAND STORE” (at Toys”R”Us Suria KLCC Kuala Lumpur)

Opening Date: December 18, 2025

Business Hours: 10:00-22:00 (Malaysia Time)

Address: Inside Toys “R” Us, 2nd Level LC 203, Ramlee Mall, Suria, Kuala Lumpur City Centre

TEL: +60-3-2788-0488

Official Website: [takaratomyasia.com/](https://takaratomyasia.com/)

Official Instagram: [www.instagram.com/tomicaofficial\\_asia/](https://www.instagram.com/tomicaofficial_asia/)

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## **About TOMICA**

“TOMICA” was released in 1970 as Japan’s first palm-sized domestic diecast miniature car series. At the time when foreign-made miniature cars were at the height of popularity, it was born out of a burning desire to see Japanese children playing with miniature cars of more familiar Japanese makes. Today, the brand is loved across generations. More than 10,000 different models have been released, with total sales exceeding one billion cars as of December 2024.



Related links:

[www.takaratomy.co.jp/products/tomica/](https://www.takaratomy.co.jp/products/tomica/) (Japan)

[www.takaratomyasia.com/tomica](https://www.takaratomyasia.com/tomica) (Asia)

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